Claims

What is claimed is:

5   1. A method of automatically displaying multiple assets on a screen comprising:

receiving a composite video feed, the composite video feed including a plurality of assets;

obtaining user preference data to determine which of the plurality of assets to display on each of a plurality of display regions;

10   aligning and scaling assets to be displayed in corresponding display regions according to the obtained user preference data; and

displaying the aligned and scaled assets with the elementary video feed.

2. The method of claim 1 wherein the composite video feed comprises meta data and meta tags associated with the plurality of assets.

15   3. The method of claim 2 further comprising:

defining the plurality of display regions using the meta data.

4. The method of claim 2 wherein the meta tags are used to align the plurality of assets within the plurality of display regions.

5. The method of claim 1 wherein the obtained user preferences are inputted via a television 20   remote control.

6. The method of claim 1 wherein the obtained user preferences are inputted via a keyboard.

7. The method of claim 1 wherein a broadcaster provides and transmits the data content for each asset to be displayed along with the elementary video feed.

8. The method of claim 1 wherein a presentation engine residing on the receiver renders at least 25   some graphics for display with each asset.

9. The method of claim 8 wherein the presentation engine is based on a declarative markup language such as VRML.

10. The method of claim 1 wherein at least one asset may be displayed based on definition by a broadcaster and independent of the received user preferences.

11. An apparatus for automatically displaying multiple assets on a screen comprising:

5   means for receiving a composite video feed, the composite video feed including a plurality of assets;

means for obtaining user preference data to determine which of the plurality of assets to display on each of a plurality of display regions;

10   means for aligning and scaling assets to be displayed in corresponding display regions according to the obtained user preference data; and

means for displaying the aligned and scaled assets with the elementary video feed.

12. The apparatus of claim 11 wherein the composite video feed comprises meta data and meta tags associated with the plurality of assets.

13. The apparatus of claim 12 further comprising:

15   defining the plurality of display regions using the meta data.

14. The apparatus of claim 12 wherein the meta tags are used to align the plurality of assets within the plurality of display regions.

15. The apparatus of claim 11 wherein the obtained user preferences are inputted via a television remote control.

20   16. The apparatus of claim 11 wherein the obtained user preferences are inputted via a keyboard.

17. The apparatus of claim 11 wherein a broadcaster provides and transmits the data content for each asset to be displayed along with the elementary video feed.

18. The apparatus of claim 11 wherein a presentation engine residing on the receiver renders at least some graphics for display with each asset.

25   19. The apparatus of claim 18 wherein the presentation engine is based on a declarative markup language such as VRML.

20. The apparatus of claim 11 wherein at least one asset may be displayed based on definition by a broadcaster and independent of the received user preferences.

21. A computer program product embodied in a computer readable medium for automatically displaying multiple assets on a screen comprising:

code means for receiving a composite video feed, the composite video feed including a plurality of assets;

code means for obtaining user preference data to determine which of the plurality of assets to display on each of a plurality of display regions;

code means for aligning and scaling assets to be displayed in corresponding display regions according to the obtained user preference data; and

code means for displaying the aligned and scaled assets with the elementary video feed.

22. The apparatus of claim 21 wherein the composite video feed comprises meta data and meta tags associated with the plurality of assets.

23. The method of claim 22 further comprising:

defining the plurality of display regions using the meta data.

24. The computer product of claim 22 wherein the meta tags are used to align the plurality of assets within the plurality of display regions.

25. The computer product of claim 21 wherein the obtained user preferences are inputted via a television remote control.

26. The computer product of claim 21 wherein the obtained user preferences are inputted via a keyboard.

27. The computer product of claim 21 wherein a broadcaster provides and transmits the data content for each asset to be displayed along with the elementary video feed.

28. The computer product of claim 21 wherein a presentation engine residing on the receiver renders at least some graphics for display with each asset.

29. The computer product of claim 28 wherein the presentation engine is based on a declarative markup language such as VRML.

30. The computer product of claim 21 wherein at least one asset may be displayed based on definition by a broadcaster and independent of the received user preferences.

31. A system for automatically displaying multiple assets on a screen comprising:

means for generating an elementary video feed, a plurality of assets, meta data determining a plurality of region definitions, meta tags associating at least one of a plurality of assets with a region definition;

5   means for transmitting the elementary video feed, the plurality of assets, the meta data, and the meta tags associating at least one of a plurality of assets with a region definition;

means for receiving a composite video feed, the composite video feed including a plurality of assets;

10   means for obtaining user preference data to determine which of the plurality of assets to display on each of a plurality of display regions;

means for aligning and scaling assets to be displayed in corresponding display regions according to the obtained user preference data; and

means for displaying the aligned and scaled assets with the elementary video feed.

32. A method of automatically displaying multiple assets on a screen comprising:

15   receiving an elementary video feed, a plurality of assets, meta data determining a plurality of display regions, and meta tags associating each display region with at least one of the plurality of assets;

obtaining user preference data and using the obtained user preference data to determine which of the plurality of assets to display in each display region;

20   aligning and scaling assets to be displayed in corresponding display regions according to the obtained user preference data, meta data and meta tags; and

displaying the aligned and scaled assets with the elementary video feed.